

Member Spotlight

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Member Spotlight - Orbit

We asked Conor Warburton, Customer Engagement Manager at Orbit to share some of the work they are currently doing.

If you'd like to contact Conor about any of the below, click [here](#)

Give us a little known fact about your organisation.

Orbit was established in 1967 by two people who were sitting on a park bench, contemplating how to tackle homelessness. The passion they felt about the inequality in access, scale, and quality of available housing was channelled into positive action, and Orbit was created. I love the fact that a conversation has turned into Orbit, and today we are still channelling that conversation in what we do.

Tell us about a time that engagement has made a difference to your services or communities?

Residents highlighted inconsistencies in the annual gas servicing letters they received, noting that the communication lacked clear explanations and instructions for rescheduling appointments. In response, the engagement team initiated a series of activities aimed at improving the gas servicing letters, collaborating with various stakeholders involved in the process.

To address the issues, we worked closely with our Communications team, Gas and Heating team, as well as with customers, to identify potential improvements in both the process and the content of the letters. This collaborative approach helped ensure that all perspectives were considered.

After careful evaluation, the letters were revised to align with our tone of voice principles, ensuring clearer and more consistent communication. These changes had a measurable impact; in one of our regions, the rate of customers granting first-time access increased by 27%.

What are you currently working on when it comes to engagement?

We are working to improve engagement opportunities for our younger residents by expanding our digital methods that can be accessed anytime, anywhere. These tools are designed to offer greater flexibility, making it easier for residents to participate in ways that suit their schedules and preferences.

We recognise that some residents prefer these methods compared to our traditional scrutiny groups and panels. Therefore, we are offering alternative ways for people to get involved and have their voices heard.

Residents have been involved in testing the user experience of our digital services. We've also regularly engaged with residents by going live on Facebook.

Why did you decide to join Tpas?

Tpas Connect has been an invaluable tool for me, enabling meaningful networking with other engagement experts in the sector. It provides a platform to exchange ideas and continuously



enhance the services we offer to our residents. Additionally, we've hosted training sessions with TPAS, all of which have been highly successful and well received by our residents.

What is your top engagement tip?

Ensuring that engagement is accessible to all residents is essential. As a team, we regularly discuss the importance of using a variety of methods to address a single topic. By employing diverse approaches, we can gather more balanced and representative feedback, ensuring that the views of all our residents are considered. Additionally, it is crucial to consistently update residents on the progress being made, keeping them informed and engaged throughout the process.

What is the one thing you are really proud of when it comes to engagement?

Engagement is truly vital in empowering residents to have a voice. It's about creating meaningful opportunities for residents to collaborate with their landlord which instils a sense of pride in being part of the process.

